

## **Ferns and Petals Sales analysis Dashboard insights:-**

- Most revenue comes from Anniversary and Raksha Bandhan more than 630000 to 674000 rupees.
- For the month of February and August ferns and petals gets maximum revenue, more than 700000 rupees, may be due to Valentine's day and Raksha Bandhan respectively.
- Most of the orders come from the city Imphal, Dhanbad, Kavali almost 30 orders.
- Magnum set, Quia set, Dolores gift, Harum pack Deserunt Box are the top 5 Products which contribute the maximum revenue (97665-121905) rupees.
- Colors, Soft toys and Sweets are the category which contributes the most of the revenue (733842-1005645) rupees which way ahead of the revenue of other categories.
- At morning 6 am and at night 8 pm most of the orders done because of which maximum revenue (almost 180000 rupees) comes from these orders.
- For the occasion Raksha Bandhan the average spending by customers is the most almost 4784 rupees.
- Average order to delivery time is almost 5 and a half day.